THE IMPACT OF EUROPEAN POLITICS OVER THE ROMANIAN TOURISM

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Abstract. The regionalization is a new concept for Romania being inspired by the models of the European Union. The legislative frame to form the development regions was settled by the Law 151/1998, they being considered necessary structures to implement the policy regarding the regional development. The main political principle of the regions settling process is the subsidiary which refers to the assignation of the decision competences which must be made at that level that assures their best effect. The most proper administration level is the lowest suitable level in society getting closer to the citizen and object of decision. The regionalization concept considers the region as being one of the best forms to organize in space the information and the functional regions are considered of major importance to the development planning processes and objectives. Thanks to some regional strategic priorities the gained European funds will address to some projects with wider impact, not only to one county but to some forms of tourism (balneary, sports, cultural, youth tourism etc.) which may be practiced within several counties. The development measures using specific tourism forms will increase the competition between the regional and the national and international tourism, the tourism being so able to serve as a tool to reduce the regional disparities among regions developed unequally. The development region is a territory which forms from the geographic point of view a clear unit or a similar aggregate of territories with continuity and where the population has some common elements and desires to maintain its specificity and develop it in order to stimulate the cultural, social and economic progress. This work presents the Middle Danube-Iron Gates Euro-region as a distinct tourism region and aims to promote it unitary.

Rezumat. Impactul politicilor europene asupra turismului românesc. Regionalizarea este un nou concept pentru România, fiind inspirat din modelele Uniunii Europene. Cadrul legislativ al regiunilor de dezvoltare a fost stabilit prin Legea 151/1998, acestea fiind considerate structuri necesare pentru implementarea politicii de dezvoltare regională. Principiul politic major al procesului de stabilire a regiunilor este subsidiaritatea, care se referă la alocarea competenței decizionale la nivelul care să asigure cel mai eficient efect. Cel mai potrivit nivel de administrat este cel care asigură cea mai mare abordare dintre cetățean și obiectul deciziei. Conceptul de regionalizare subliniază regiunea ca fiind cea mai bună formă de organizare în spațiu a informației, iar regiunile funcționale sunt considerate de importanță majoră pentru procesul de dezvoltare planificată. Grație unor priorități strategice regionale fondurile europene se adresează unor proiecte cu impact mai larg, nu doar la nivelul unui județ, ci privesc forme de turism (balnear, sportiv, cultural, turism pentru tineret etc.) ce pot fi practicate în mai multe județe. Măsurile de dezvoltare ce fac apel la forme specifice de turism vor crește competiția între turismul regional, național și internațional, turismul fiind capabil să constituie un mijloc de a reduce disparitățile dintre regiuni dezvoltate inegal. Regiunea de dezvoltare este un teritoriu care formează din punct de vedere geografic o unitate clară sau un agregat de teritori similar cu continuitate și unde populația are anumite elemente în comun și doresc să mențină specificitatea și să se stimuleze progresul cultural, social și economic. Lucrarea prezintă Regiunea Dunărea Mijlocie – Porțile de Fier ca regiune turistică și își propune să promoveze caracterul său unitar.
INTRODUCTION

Long time tendencies of the European Union spatial development are particularly influenced by the following three factors:

 The progressive economical integration and consequently, a great cooperation between the Member States,
 The important increase of local and regional collectivities and their role in the spatial development as well as,
 The forecasted enlargement of European Union and the evolution in relation with its neighbors.

These three development factors must be located in the economical development context and the global technology, as well as in the social - demographic and ecological important tendencies. Following a good administration they represent an important framework for a strong increase among the whole European space.

Besides, the development projects that are meant to reduce the regional and interregional disparities performed by various Member States will be better completed if they are based on spatial development objectives that are jointly agreed. Therefore, direct and clear principles that are transcending the space are indispensable as well as for the elaboration of national politics regarding national development as for the elaboration of the communitarian politics in the areas. They are presented by the Member States in cooperation with the European Committee thought the development Scheme of the communitarian space - SDCE.

1.1 THE FUNDAMENTAL OBJECTIVES OF SDSC (DEVELOPMENT SCHEME OF THE COMMUNITARIAN SPACE)

Taking into account the disparities persistence for the regional development and the contradictory effects, that are still partial, of the communitarian politics, all responsible actors related to the spatial development should be able to inspire themselves from the main territory principles as well as from the fundamental objectives. SDSC is enrolling in the Union objective regarding the seeking of a balanced and durable development, especially by consolidating the economical and social cohesion. Following the definition given by Brundtland Report of the United Nations, the durable development includes not only an economical development that respects the medium and protects the actual resources for the future generations to come, but also an equilibrated spatial development.

1.1 Equilibrated and durable development of space

This means especially a harmonization between the economy and the society spatial needs with an ecological and cultural vocation of spaces, leading to a durable and equilibrated spatial development. E.U. wills gradually evolutes from an Economical Union to a Medium Union and, in the future towards a Union that integrates the social dimension saving, therewith, the regional diversity. (Fig 1).
As shown in the triangle that symbolizes these objectives, three fundamental objectives of communitarian politic must be in connection, as follows:

- Social and economical cohesion
- Protection of natural basis of life and that of the cultural patrimony
- A more equilibrated competition of the European territory.

In order for a more equilibrated development to be done in the spatial plan there is necessary that these main objectives and principles to be simultaneously followed in all E.U. areas and their interactions to be taken into consideration.

Politics for spatial development contribute to the durable development of EU by promoting an equilibrated urban and spatial structure. The delegated Ministers with the territory improvement agreed in 1994 upon three main objectives or principles regarding a policy for spatial development in EU:

- The development of an equilibrated and multicentrum urban system and a new town - rural medium relation.
- The equality assurance for access to infrastructures and information
- The durable development, the smart administration, the protection of nature and that of the cultural patrimony.

The SDSC objectives must be jointly followed by the European Institutions as well as by the structures of the national administrative, regional and local politics.

The EU must face a great challenge that consists in setting solid the week areas from a structural point of view, making convergences over the national borders, life and labor conditions between territories in which the level of development is different.

In view of the above, there is important that the objectives for development, equilibration and conservation to be in concordance. A policy to which orientation is exclusively towards balance would train the diminution of the powerful areas economically speaking and would set strong the addiction of the areas less privileged. Therefore, only the development would promote the increase of the regional disparities. An excessive accent on protection or conservation of spatial matters, could as well keep still the modernization tendencies, leading to the stagnation risk. Only by combining the objectives of development, balance and conservation as well as their weight in basis of the respective territorial situations, will allow an equilibrate and durable development of the EU.
SDSC presents a whole vision upon the future space of the EU. Due to the main objectives and principles that have been fixed, it establishes a general reference frame for measures that have a spatial impact, which are destined to the public and private authorities. Moreover, its scope is that of instigating the public to massively take part to the politics debates regarding decisions to be taken at a European level and the consequences for the EU's towns and areas.

Tourism, lately considered to be the most important industry, has become an important political phenomenon that requires the repositioning of the State location and role in the touristic activity. By synthesizing, Alberto Sessa specialist (La politique touristique de l'Etat) has defined:

"The necessity of the State intervention derives from the complex essence of the tourism development, from his character of public eminence activity that can only be coordinated and adjusted by the public authority. Only Governments can, upon the general economical policy of the States, to anticipate the equilibrated economical development of internal and international tourism"

Starting in 1990, Romania has applied transition politics of mass economy following, mainly, to change the property form, the legislation modification, quality service increase, the promotion of a new touristic image. Presently, the general tendency is that of liberty, management and decentralization, however, the Government provides political stability for tourism, security, legal and financial frame, public services and the basis infrastructure. Unsedentary societies are not attractive for tourists and the terrorism can affect the whole economy and not only the tourism.

In the art work "Critical Issues in Tourism" the American specialists as well as other authors, consider there are 7 main forms of intervention of the State in tourism: coordination, planning, institutionalization, investment, stimulation, socialization and protection. In Youell Ray's paper work the functions of the national authority in the English acceptance would be: establishment, planning, achievement, accommodation, information, institutionalization, financing, boarding and classification. All these forms and functions allow a large scale of actions throughout there is encouraged supported and developed the tourism industry by using various specific instruments and arms.

The development of tourism, like any other economical activity, does not miss incertitudes, especially due to the fast and profound changes in the business field. Such negative and extremely serious consequences can be avoided by a close verification of tourism, but this action is extremely difficult and complex.

In spite of the above-mentioned, there are a great deal of barriers in fulfilling the touristic plan, among which the complexity and the diversity of the industry and the Governmental Organizations with a direct as well as indirect connection with the touristic activity (banks, stores, etc.), the touristic activity season, the increased cost due to the detailed analyses of the resources and market research that must be effectuated, and also people's mentality, particularly of those in the private area that are against the planning action.

The non-existence of a touristic planning leads, among others, to the alteration of the physical medium, respectively to pollution, (physical impacts), local resentments and tourists dislikes from the residents, to the cultural identity loss (social - cultural impacts), the impossibility of new market opportunities identification and a positive and clear image formation on the potential markets of the destination zone (marketing impact), the lack of
cooperation between tourism operators, an insufficient and improper exposure of the interests in the touristic industry (organization impacts), season accentuation, the deterioration of quality services and touristic offered products, etc.

The efforts in touristic planning must be, this way, complementary to the tourism policy at a national level, permanently balanced with the one at the European level. A touristic policy at national level, as well as the touristic plans, must have a good defined completion term and periodically revised and modified if required.

![Diagram of local touristic planning](image)

**Fig. 2 Local planning of tourism**

*Planificarea locală a turismului*

The most efficient way of planning is that of the public sector involvement into this action, respectively that of the Government, as well as of the private sector; the
democratization of the planning process encounters two major obstacles: the local organizations incapacity to offer a healthy model plan and the impossibility of assuring a height rate of advice for the local communities members.

1.2 The main scopes of the tourism planning are:

- Action variants identification,
- Adaptation to the existing situation,
- Creating favorable conditions,
- Avoiding unwanted aspects,
- Identity conserving.

There are many obstacles when touristic planning is made: liberal tendencies in the economy, increased costs, and the accentuated complexity of the great number of Governmental Departments with activities related to tourism as well as the great amount of small firms in the domain.

An important component regarding the touristic planning is that of touristic prognosis. This matter is of many types and sometime can include three variants of scenario: optimism, intermediary, pessimism. Under the appellation of "Tourism 2020", OTM has made a long time quantities prognosis of the touristic request, evaluating its' development up to year 2020. Also, in one of the Tourism National Council report in France, attended in 2000, it is made a prognosis of the mass economy tendencies related to the evolution of French touristic offer in sight of year 2010.

Regarding the durable tourism, the most important measure of planning, which has been taken from the Governments of many countries, is that of settling protected areas: natural reservations, national parks, etc.

The mass economy politics in tourism, whether they are performed by the governments of different countries, by the great hotel chainages or by the Romanian authorities or institutions, in basis of the obtained results and their impact in society represent realities that can be correctly studied and implemented, with immediate positive effects as well as in perspective.

Tourism, global, European, local and standard?

To the end of XX century, the global matter was considered by many critics as being the main process that affects the economy and the social development of the communities, of countries areas.

The global matter affects the culture and the ideas and there is the possibility that English to become "lingua franca" in the world. In this process, the power of the national States weakens the influence performed upon the events. Of course, the impact of the global matter in the world is bigger in the important three biggest developed zones: North America, West Europe and East Asia, and to continue in the last developed parts of the world, like Africa.

The movement, displacement of people is, also, a consequence of the global matter and it continuously contributes to this process. Businessmen travel the worldwide, following exchanges for their international employers. The conferences and the exhibitions are increasing as number, internationally and globally.
Working on long distances is increasing very fast and it is not a privilege anymore. All these things, part of tourism, have been added by deducting the settlements on passports, visas, and currency exchange.

The global tourism is surrounded by the national Governments that are amplifying their ambition to gain a great part of this flourishing commerce and to maintain a positive balance of commerce. Global Corporations are in great search by tourists, trying to open new domains for travelers. The major groups of hotels, like Holiday Inn chain age, sparse all over the world, as well as like McDonald's, Body Shop dealers and Coca-Cola marks.

This global industry of tourism had the imminent result: standard products apparition. Worldwide hotels have become similar, in order to correspond to services, clients requests and the standard set. Due to the fact that restaurants and dealers have exposed their labels and advertisement objectives, streets have become alike. In the same time, there are diffuse ideas regarding the results of tourism in the world. Successful models are answered back everywhere: touristic attractions, bargains and festivals, convention centers. Can we hope for a spatial durable development in the European space?

A policy for a durable settlement and for an equilibrated regional development requires, according to CEMAT (European Conference of Responsible Ministers with Territory Settlement) the following Main Principles for the durable development of the territory on the European Continent, Hanover, 2000:

1. Promotion of territorial cohesion through a balanced social - economical development based on the competitive incensement;
2. Promotion of impulse generated by the development that came out from urban functions and the improvement of urban - rural areas relation;
3. Facility to access for information and knowledge;
4. Negative impacts deduction upon the medium;
5. Cultural patrimony capitalization as development factor;
6. Capitalization and protection of resources and natural patrimony;
7. Development of energy resources and maintaining a safe medium;
8. Promotion of a quality and durable tourism;
9. Preventive deadline of the natural catastrophes effects.

In conclusion, the mass economy politics in tourism, whether they are performed by the governments of different countries or by different specialized European Union institutions in the domain, by the great hotel chain ages or by the Romanian authorities or institutions, in basis of the obtained results and their impact in society represent realities that can be correctly studied and implemented, with immediate positive effects as well as in perspective, avoiding to create some unwanted regional disparities.

In spirit of initiatives coordination for regional development with the national priorities and the European Union's orientations, there is necessary a careful planning in order to conserve and intensify, particularly, those factors which make the difference as touristic destination and the durable development by involving the local community. It is displayed at all levels: national, regional and local and it follows:
- The identification of marketing access, development, organization of industry, etc.;
- Accommodation to general economical conditions, to the request, to other factors of the external medium.
- Maintain the resources identity and the natural characteristics, in the local and social culture, in the local architecture, in events and activities locally performed, etc;
- Awareness of advantages obtained from tourism, a clear and positive image creation of the touristic area, efficient marketing programs by cooperating with the touristic operators, etc;
- Eliminating the useless competition and the possible frictions between local touristic operators, the hostile attitude of the residents towards the tourists, permanent debase of natural characteristics and historical resources, accentuated season, pollution problems, etc.

There is not a chance that matters like borders and border areas get more and more interest, especially in European Union. This phenomenon is connected with the progressive settlement of policy line demarcation and the forecasted disappearance of the economical barriers. But, mainly resuming, are focused on the difficulties ensemble, limits and compulsions that must be left behind in order for the European integration to be realized. By this way, the transit areas are integrating the developer and the accelerator of the advancement degree for a European construction.

In this systemic perspective, the transit areas territory must be analyzed as a dense relations field, a social - economical, policy and cultural domain with variable dimensions in terms of the reference domains: cultural, social, economical, fiscal, educational views. Therefore, is extremely important for border areas to generate bonds, contractual connections between different characters from the main fields of the transit area cooperation in compliance with their competence fields.

At the MEHEDINTI county level, it has been settled the 6th of October 2005, the European Region State "The Middle Danube - Iron Gates", which anticipates collaborations in the next fields:

a) *Economical domain:*
- Elaboration of common programs, in accordance to the economical possibilities of the parties;
- Elaboration and exploitation of a common information system;
- Supporting and stimulating the cooperation between the economical chambers;
- Supporting the foundation of commercial societies and banks with mixed capital;
- Assessment of the cooperation relations in the agriculture domain output and commerce with agricultural products;
- Supporting economical contracts between commercial societies;
- Achievement of common economical and financial activities on some markets.

b) *Works in the transport infrastructure domain and communication*
- Implementation of works for transport infrastructure (road network, rail ways, aerial ways, marine, etc.)
- Support from local authorities for Governmental intercessions in order to install access points to border and to modernize the existing ones.

c) *Medium domain*
- Balancing the programs for medium protection;
- Balancing the common activities for earth protection, the air and watercourses.

d) *Tourism domain*
- Elaboration of common touristic programs
- Touristic infrastructure development

e) *Science, culture, education, civil relations, health and sports domains*
Stimulating the relation and connection settlements regarding the science field, between Universities, research Centers and specialized Institutions;

Settling the cultural relations and elaborating programs for cultural collaboration;

Promoting the collaboration between civil organizations and syndicates relations;

Developing and settling the collaboration in the health and social assistance domain in the specialized Institutions;

Organizing sport manifestations.

Starting from the idea that the authorities have the role of creating, related to the cooperation matter, not only for the own use but also for an easy cooperation between individuals, institutions and communities on this territory, it has been searched the encouragement and the supporting of cooperation intentions in the common interest domains: economical, touristic, educational, cultural, and social.

In conclusion, there can be ascertained that for the border areas, the frame of border areas cooperation is extremely favorable to the intercultural communication.

In order to succeed there must be granted the following:

- A free joint association assumed by all the parties;
- An honest partnership and mutual respect;
- Constructive mentality;
- Appliance of the centre-branch principle for cooperation (without excessive tutelage from the authorities part);
- Identical rules, equal positions for all involved parties, especially regarding free circulation.

In conclusion, under the border area cooperation fence but also under the Middle Danube European Region - Iron Gates, we had the honor of organizing three editions of the European Area Tourism Bargain in Drobeta Turnu Severin, and to the second edition we met the honor of an World Tourism Organization deleyage participation and other Representatives of the National Authority in Tourism.

The manifestation also enjoyed the presence of specialists, touristic operators managers in tourism, University cadres from the Economical Science Academy in Bucharest, partners of CBC program in Yugoslavia.

Taking into account these imperatives, Middle Danube European Region - Iron Gates is sustained by the identity elements that integrate into diversity the Member States of Europe. The European Community is building up by having as foundations the Greek culture, Christianity, history and geography, roman civilization. These base terms are those, which instate identity and common conscience to the Europe habitants. Romania is a State that makes part of Europe, a State that shares with the European community members the same values and identity elements.

Drobeta Turnu Severin Municipality has made and still making a symbolic step in order to reaffirms its' affiliation to the European space and its' values.

Therefore, **touristic planning** at a national level concentrates its' attention on the touristic policy, the physical structure of the plan that includes the identification of important touristic attractions, establishment of touristic developed areas, international access locations and the internal transport network, the material base in tourism (accommodation, alimentation, recreation) and proper touristic services/facilities, the connections and the important regional routes in the country, touristic organizational structures, legislation and intervention policy, global strategies of touristic marketing and
tourism promotion; social - cultural, economical, medium considerations and potential impacts, implementation techniques, short time strategy for development, designs for facilities development, etc.

In addition, for the process of tourism planning to be efficient there is adjuvant to be examined the reports of other similar projects of touristic planning, for the scope of establishing the techniques of planning and proper recommendations, as well as visiting other touristic destinations and discussing the concepts of tourism development with the staff in the touristic domain.

REFERENCES


